

Goodwill WORKS

A quarterly newsletter
from Goodwill Industries
of the Valleys.



Helping people and families in our community achieve a better life through work and independence.

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Goodwill Now Able to Help More People Receive Assistance In Job Search

Goodwill's Workforce Investment Act (WIA) programs help youth, adults, and dislocated workers (those who have lost a job because of a company closing or lay off) who need assistance in finding employment. Core services, such as job search, career counseling, and labor market assessment are available to anyone looking for a job. Intensive services, such as comprehensive assessments, case management, and training services, are provided to those that are income eligible.

Service to New Areas:

Beginning July 1st Goodwill Industries of the Valleys began assisting more individuals in their search for employment. Through a grant, awarded by the New River Valley Mount Rogers Workforce Investment Board, Goodwill will provide WIA Dislocated Worker services in the counties of Bland,

The much talked about stimulus funding is also allowing Goodwill the opportunity to serve more individuals.

Carroll, Floyd, Giles, Grayson, Montgomery, Pulaski, Smyth, Washington, Wythe and in the cities of Bristol, Galax, and Radford. Service to this new area is also possible through a collaborative effort with the Goodwill in



In addition to the new centers, Goodwill also operates Virginia Workforce Centers in Roanoke, Franklin County, Covington, and Martinsville.

Kingsport, Tennessee, which traditionally serves Smyth and Washington counties, and the City of Bristol. Additionally, Goodwill will oversee services at Virginia Workforce Centers in Radford, Bristol, Galax, as well as the new center opening in Wytheville.

Similarly the Thomas Jefferson Planning District Commission awarded Goodwill the grant to provide Adult and Dislocated Worker services in the counties of Albemarle, Fluvanna, Greene, Louisa, and Nelson, and in the City of Charlottesville beginning July 1st. Goodwill will also, through this grant, operate the Virginia Workforce Center in Charlottesville. This new grant will allow Goodwill to serve Louisa County, which sits outside the traditional 31 county service area, through a collaboration with the Goodwill in Fredericksburg.

Goodwill Service Expansion continued on page 3

SUMMER 09

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Letter from the President

Capital Idea

by Bruce Phipps, President & CEO

In December 2007, the Board of Directors for our organization authorized the establishment of "Building Goodwill". The first Capital Campaign for Goodwill would raise \$1 million to support the development of the Jobs Campus on Roanoke's Melrose Avenue.

The project focused on the economic development and revitalization of a core neighborhood in the City of Roanoke.

A new store, new training center, and

a consolidated operations base promised new jobs, (20 now have been created) and a \$7.7 million investment into a property that had long been ignored. With the full support of the Board and after a strong internal employee drive, the Campaign had made steady progress until late 2008.

As with many businesses and organizations in our area, the worsening economic condition negatively impacted the Campaign and for a few months we virtually stopped new solicitations. We waited to hear from our many contacts already made, and slowly we moved forward.

Now nearly 18 months into the Campaign we find ourselves nearly 70% complete,

with six months remaining on our two year drive. With the help of our Campaign leadership, we have renewed energy to complete the capital project and fund drive and are following up with private sources. Support has come from, the City of Roanoke, private and corporate foundations, as well as businesses.

As we work to bring our Capital Campaign to a close, our "Buy a Brick" walkway is yet another way to show your support.

"A new store, new training center, and a consolidated operations base promised new jobs, and a \$7.7 million investment into a property that had long been ignored."

Engraved bricks, which sell for \$100 each or \$300 for a larger logo size, will be placed on our "Walk of Honor". You can honor your loved ones, give in memory of someone special, or have your firm or organization recognized. If you would like to be a part of our "Walk of Honor" I hope that

you contact me so that you can be included.

Our plans call for a special dedication of the Jobs Campus in November. At this time we will have completed our work and be positioned to better meet the increased demand for our employment and training services.

Giving to Goodwill is "Good Sense" and your financial support a **Capital Idea**. ■



Goodwill Workforce Service Expansion continued from page 1



At risk teens, on a low income, have the opportunity to receive summer training because of stimulus funding received by Goodwill.

Expanded Services:

Goodwill WIA Adult and Youth programs have also expanded to serve additional areas within Goodwill's service area. In Giles County Goodwill will provide WIA Title I Adult and Youth programs, and in Henry County Goodwill has added service to both in and out of school youth, on a low

income, who need vocational assistance.

Stimulus Funding:

On February 13, 2009 Congress passed the American Recovery and Reinvestment Act of 2009 (ARRA). More commonly known as the much talked about stimulus funding, it is also allowing Goodwill the opportunity to serve more individuals

through the WIA Adult, Dislocated Worker, and Youth programs.

It is estimated that Goodwill will be able to assist an additional 400 adults who meet income eligibility guidelines, and through the Summer Youth Employment Program over 500 individuals between the ages of 14 and 24. Case managers will ensure that the summer employment experience is a part of the continuous development of the youth,

which will increase their vocational and job readiness skills, and will link them to specific career pathways. The work experience will be designed to provide the youth with exposure to the working world and the demands and requirements of going to work. It will assist the youth in gaining the necessary personal attributes and the knowledge and skills needed to gain employment.

The Senior Community Service Employment Program (SCSEP) also received stimulus funding to assist older workers. These individuals must be age 55 or older, on a low income, and need training to get back in the workforce.

For more information on Goodwill's WIA Title I Youth, Adult, and Dislocated Worker programs or to find the Virginia Workforce Center in your area call (540) 581.0620 or visit www.goodwillvalleys.com. ■

Help Protect the Environment



Receive this newsletter electronically.

As a part of Goodwill's environmental initiatives we would like to give you the option to receive your Goodwill Newsletter electronically.

Simply visit www.goodwillvalleys.com and sign up to "join our mailing list".

Be sure to:

- Select "Stop Paper Newsletter Mailing"
- Under "Your Information" enter your information **exactly** as it is shown on the mailing address of this newsletter.

Goodwill: Building a Better Community
(540) 581.0620 www.goodwillvalleys.com

Changes Come to Goodwill Stores in Two Communities

Goodwill stores are the backbone of the Goodwill business model. Through the resale of items generously donated to Goodwill, revenue is raised to support the training and employment programs. This year, due in part to the success of the donated goods business segment Goodwill will serve over 16,000 people. The critical nature of Goodwill stores to the bottom line, i.e., how many people are served, led to strategic changes at two existing Goodwill stores.

On May 17th the Goodwill store in Pulaski closed. Over the next three days staff worked diligently and on May 20th the store re-opened as the first Goodwill Clearance Center within Goodwill's 31 county Virginia territory.

"The Clearance Center provides the opportunity for the public to benefit from rock bottom pricing before unsold material is recycled through Goodwill recycling efforts," states Jerry Kite, Senior Vice President of Donated Goods. "The Clearance Center in Pulaski will carry the same high quality items, that customers are accustomed to finding in Goodwill stores." All clothing and shoes will be \$1.50, books will be 4 for a \$1.00, and other household items including furniture will be priced individually for last chance sale.

The Pulaski community was not the only locality that would experience a change to its Goodwill store. Just a few short weeks later, on June 7th, the Madison Heights store closed. Over the next two days the store was moved only a short distance away into a beautiful, larger, freestanding location. On June 10th the grand reopening of the store brought out customers, local dignitaries, including Delegate Ben Cline, and Amherst County Administrator Ray Vandall, to celebrate the new facility.

"We are very excited about our new store in Madison Heights," remarks Sharon Hodges, Regional Director. "Not only will customers enjoy the updated look of the new store, but also the added convenience



The Goodwill store in Madison Heights, pictured above, officially reopened on June 10th to crowds of customers.



The new Goodwill Clearance Center in Pulaski offers customers a last chance at great bargains. Clothing and shoes are only \$1.50, and books are only \$1.50, and books are a steal at 4/\$1.00. Merchandise is rotated twice weekly.

of a drive up donation center, and easy access with a stoplight at the intersection."

Additional plans are also under way for three new Goodwill stores. The first of the new stores will be in Blacksburg, which is scheduled to open July 15th. A new store, planned for Fall 2009, on Roanoke's Orange Avenue will mark the sixth store in the Roanoke Valley. Finally, in the winter

of 2010, a Goodwill store will open in Ruckersville.

Individuals interested in applying for positions at new Goodwill stores should visit the Career Opportunities page of Goodwill's website, www.goodwillvalleys.com. Those without computer access can apply in any Goodwill store at the "Take a Survey" kiosk. ■

NEED SHOES?

Time for a new shoe wardrobe?
Goodwill has great shoes at unbelievable prices!

Adult: Shoes \$2.50 & Boots \$3.50

Children: Shoes \$1.50 & Boots \$2.50



Building a Better Community
For a complete Store listing visit www.goodwillvalleys.com

Donating to Goodwill...It Works!

In an upcoming Goodwill television commercial, 2008 Graduate of the Year Reva Spencer is seen donating a lamp. She tells us, "this lamp is pretty old but it works so I'm bringing it to Goodwill, because I know somebody needs it." And she is right.

Everyday Goodwill accepts the donations that people in the community generously donate. From clothing, furniture, and lamps, to books, electronics, and computers these items ensure that Goodwill will be able to make a difference in the lives of people in our communities. Through job training and employment programs Goodwill is helping individuals get back to work.

Reva also reminds us "Your donation to Goodwill can change lives. Because, you

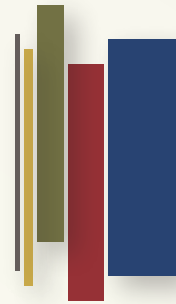
know what? [Turns the switch on the lamp and the light comes on.] It works!" And again she is right.



The Goodwill Donated Goods system works. It generates revenue to support the mission, offers the community a wonderful low cost, shopping alternative, and also keeps material out of local landfills.

So the next time you are getting tired of your living room lamp, or just need to replace an old pair of shoes, follow Reva's lead and "Share your Goodwill", by donating at your nearest Goodwill store or attended donation center.

For a complete listing of locations, or to view the new commercial featuring Reva Spencer, visit www.goodwillvalleys.com. ■



SAVE THE DATES

Holiday Store Hours

Independence Day

July 4th 10am - 6pm

Labor Day

September 7th 10am - 6pm

Holiday Office & Work Center Hours

Independence Day

July 3rd Closed

Labor Day

September 7th Closed

July 15th

Grand Opening Blacksburg

Goodwill Store

Ribbon Cutting 8:45am

Store Opening 9:00am

1411 North Main Street, Blacksburg

October 20th

Goodwill Annual Awards Ceremony

Social 5:30pm, Ceremony 6:30pm

Vinton War Memorial

Help recognize individuals, businesses, and organizations that have made the last year a success.

For more information on upcoming Goodwill events visit the Press Room of www.goodwillvalleys.com or contact Kelly Sandridge at 540.581.0620 ext. 107.

Time to Update Your Computer?



RECONNECT™
A DELL | GOODWILL ALLIANCE



Recycle the computer equipment you no longer need at Goodwill.

**Any Brand.
Any Condition.**

Protect the environment and put people to work!

(540) 581.0620 | www.goodwillvalleys.com
Donations accepted at all Retail Stores and Attended Donation Centers



Reality Check Illustrates Importance of Education

On April 22nd students at the City of Roanoke's Forest Park Academy participated in Goodwill's Reality Check. The program, which is designed to illustrate to teens what it takes to live independently, brought together educators, local organizations, and businesses for an educational and fun event.

The Reality Check is a hands-on dropout prevention tool. Through a one day simulation event teens are asked to choose a career path, whether they will be married or unmarried, and if they will have children. Once these decisions are made, and they have the "life they envision at age 30," they begin the Reality Check.

Based on the teens initial decisions they are given a paycheck equivalent to the market value of one month's pay in their chosen field. With this check in hand, they visit multiple stations to pay their bills for the

month. Stations include federal and state taxes, school loans, utility bills, child care, rent or mortgage payments,



insurance, auto and gas bills, food, internet, cellular service, cable, and much more. In addition to Goodwill, SunTrust, Food Lion, Virginia Western Community College, and others were on hand help the students learn valuable lessons.

"Obviously the goal is for the kids to reach the end of the Reality Check and

have money left over," states Wanda Anthony Youth Coordinator for Goodwill's Workforce Investment Act programs.

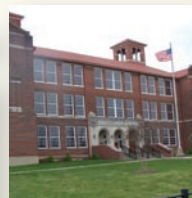
"In most cases they realize that they do not have the educational background to support the lifestyle they envision for themselves.

Through the process they learn the value of both a high school and college education and that is the goal."

More than 150 students participated in the Reality Check at Forest Park Academy. Some were successful on the first try. Others made adjustments and had money to spare on the second attempt. The reality is they

learned that there is a value to education, and it reaches far beyond the walls of the school. ■

Clockwise from left: Students line up to visit the bill paying stations. Top right: Exterior photo of Forest Park Academy, the City of Roanoke's over-age academy. Bottom right: Two students talk with Goodwill to pay their "property taxes".



"Goodwill in the Park" Brings the Community Together

More than 60 volunteers worked together on Saturday, May 16th at Goodwill's property on Melrose Avenue. "Goodwill in the Park" brought together employees from Goodwill, students and faculty from Forest Park Academy, members of the General Contractors Association, and others in the community, to clean up and create green space in the inner city block.

In August of 2007, Goodwill purchased the property on Roanoke's Melrose Avenue. Over the past several months the changes have been noticeable. The former bread store was transformed into a modern, retail store. Work then began, on the main building, which now houses new Corporate offices, and a Job Training Center, where the public can receive assistance to find and retain employment in "one-stop."

The "Goodwill in the Park" project, was the first step in creating a park like atmosphere adjacent to the City of Roanoke's Horton Park and Forest Park Academy. Once complete, it will offer Goodwill employees, those receiving employment and training services from Goodwill, and neighbors in the adjacent community, a relaxing green area complete with trees and other landscaping.

"Goodwill in the Park was a way to show commitment to this community and our desire to improve it for everyone who



Photo by: King Irvin
A team of volunteers works to clean up the creek between Goodwill and Forest Park Academy during "Goodwill in the Park".

visits or lives here," stated Bruce Phipps, President & CEO of Goodwill. "Working side by side with the community to improve our neighborhood made it even more gratifying." ■



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HELP LAY THE FOUNDATION FOR THE FUTURE . . .

. . . a future filled with the pride, dignity, and self-respect that comes from real work.



Support the Goodwill Brick Campaign

Your purchase of an engraved brick* will support the Melrose Jobs Campus Project and help more people in our community receive the job training and employment services they need to get back to work.

Order Your Brick Today!

Personal, memorial, and corporate bricks will be displayed prominently for years to come at the Melrose Jobs Campus. Log on to www.goodwillvalleys.com for more information and to place your order.



Building a Better Community
(540) 581.0620

* Prices start as low as \$100 for a 4" x 8" engraved brick.